COMING ATTRACTIONS
NUMBER 23, OCTOBER, 1978

First, A Word From Our Sponsor...

Publishing comics is a peculiar business. Some aspects, particularly those regarding distribution, haven't changed much in the medium's forty-five years.

As people who are intimate with the industry are well aware, there often are last-minute changes which affect distribution schedules: comics occasionally are delayed, added or cancelled after the schedule goes out.

DC COMING ATTRACTIONS is particularly vulnerable to the vagaries of distribution changes: it is the first news publication to go to press; for example, this issue featuring titles released in October, 1978 should go to press around July 1st for release by the 10th (it will be delayed a week).

It is no secret comics have been declining in circulation over the past decade. Several months ago, DC Comics, in association with Independent News and their parent company, Warner Publishing, embarked upon a series of long-overdue changes in the distribution system, changes which went into effect towards the end of June. These changes concern newsstand distribution and are unlikely to affect the majority of readers of DC COMING ATTRACTIONS.

It was decided DC would start this new system with a shorter list of titles. The need for virtually flooding the warehouses and newsstands with three dozen or more comics each month was felt to be past. From an ecological viewpoint alone, the production of needless publications was unfortunate: the industry has been using too much forest to little avail. The remaining titles will be produced by the best available talent, and readers need not shuffle through a bulk of titles to find the ones they want.

The only unfortunate aspect of these innovations is the fact that a lot of titles have been cancelled immediately: wherever possible, DC tried to cancel books with the first issue scheduled for after the late-June changeover date.

Therefore, we are sorry to announce the cancellation of a number of comics previously noted in DC COMING ATTRACTIONS. DC will be shifting over to a new line-up of titles effective with the December schedule (September on sale); some of the cancelled titles will cease publication prior to that schedule.

Effective this fall, DC Comics will be publishing 20 monthly 40¢ titles in the standard thirty-two page format: Action Comics, Batman, Brave and Bold, DC Comics Presents, Flash, Ghosts, Green Lantern, House of Mystery, Jonah Hex, Justice League of America, Men of War, Sgt. Rock, Superboy and the Legion of Super-Heroes, Superman, Unknown Soldier, Warlord, Weird War Tales, Weird Western Tales and Wonder Woman. As noted, all of these titles will be published monthly.

Additionally, six 64 page no ads Dollar Comics will be published on a bi-monthly basis: World's Finest Comics, G.I. Combat and Detective Comics will alternate with Superman Family, The Unexpected and Adventure Comics.

DC COMING ATTRACTIONS, Vol. 3, No. 23, October, 1978. Published monthly by DC COMICS INC., 75 Rockefeller Plaza, New York, N.Y. 10019. Copyright © 1978 by DC Comics Inc.

Jenette Kahn, Publisher
Mike Gold, Editor
Jack Adler, Vice-Pres. Production

Sol Harrison, President
Arthur Gutowitz, Treasurer

The line-up of these Dollar Comics will be as follows: World's Finest Comics will feature Superman and Batman by O'Neil, Lopez and Adkins, Green Arrow and Black Canary, by Conway, Dillin and McLaughlin, Hawkman by Conway and Anderson (following several stories scripted by Wein and Englehart), Shazam by Bridwell, Newton and Schaffenberger, and Black Lightning by O'Neil, Tuska and Colletta (a series of Black Lightning stories pencilled by Nasser will also be run). This line-up will begin in World's Finest #257.

Detective Comics goes dollar-size with #481, on sale September 28th (start ship: September 5th). It will combine material from Detective Comics with material from Batman Family: Detective #481 will feature two Batman stories, one by O'Neil and Rogers, the other the first of the previously announced two-parter from Jim Starlin. The Human Target by Wein and Giordano will join Batgirl and Robin (Harris takes over scripting chores with an upcoming issue): The Demon series will be run as a multi-parter in future issues.

Adventure Comics will see The Justice Society join its ranks in #461; the death of the Earth-2 Batman previously announced for All-Star Comics #75 will run in Adventure. Credits on Wonder Woman, Flash, Deadman and Aquaman series, as well as the Justice Society feature, presently remain unchanged; Pasko will be writing Aquaman in the future.

The Unexpected will combine characters and approaches from Witching Hour, House of Secrets and Doorway to Nightmare as well as from The Unexpected. The first Dollar Comic issue, #189, goes on sale October 12th (start ship: September 19th). G.I. Combat and Superman Family will each go through minor changes -- The Losers series will shift over to G.I. Combat and the series and page count line-up in Superman Family will also evolve somewhat.

Whereas we feel these changes are extremely positive, we recognize the inconvience it may cause many of our readers, and we apologize for this inconvience.

Mike Gold,
Editor,
DC COMING ATTRACTIONS

...and a few Important Odd Items

In the summer of 1939, a comic book was published which was destined to change the face of the comics industry. Though no one knew it at the time, Superman #1 was the beginning of an era. In order to celebrate the 40th anniversary of that landmark comic book, as well as the premiere of Superman, The Movie, the FAMOUS FIRST EDITION tabloid series is reprinting Superman #1, complete with all the original covers, stories and advertisements, as well as biographies of Superman creators Jerry Siegel and Joe Shuster. FAMOUS FIRST EDITION #C-61 also features two brand-new covers drawn by Garcia Lopez and Dick Giordano which show what Superman #1 might have looked like if it had been published today and in the future. Carrying a $2.00 price tag, FAMOUS FIRST EDITION #C-61 starts shipping September 19th, for release the week of October 12th.

Last minute word: The first DETECTIVE COMICS Dollar Comic, #481 on sale September 28th (start ship September 8th), features two Batman stories -- the first by Denny O'Neil and Marshall Rogers (pencils and inks), the second the first of a two-parter by Jim Starlin and Craig Russell. Also featured in this issue -- The Human Target by Len Wein, Howie Chaykin and Dick Giordano, and Batgirl and Robin stories written by Bob Rozakis.

Aquaman joins Superman and special guest-star Lori Lemaris to stop a war between the two cities of Atlantis in this Len Wein/ Murphy Anderson collaboration in DC COMICS PRESENTS #5... Flash and Kid Flash travel back through time with the comatose Gail Manners in order to cure her mysterious disease, but find themselves instead in "The Domain of the Dark Eyed Dragons" in FLASH #269, by Cary Bates, Irv Novick and Frank McLaughlin... The secret behind Zatanna's new costume and the fate of her long-lost mother are but minor problems compared to the JLA's fight against the Shark and his scientifically evolved creatures in "The Creation Conspiracy" in JUSTICE LEAGUE OF AMERICA #162, by Gerry Conway, Dick Dillin and Frank McLaughlin.

The Justice Society of America makes its debut in the pages of ADVENTURE COMICS #461 with "Only Legends Live Forever" by Paul Levitz and Joe Staton. This is the story originally slated for the 75th issue of All-Star Comics. Also in this issue, Aquaman must prove to the people of Atlantis that their new business partner is killing the undersea kingdom in "The Hand That Feeds The Earth," by Paul Kupperberg, Don Newton and an as-yet-unassigned inker. And the Flash is faced with solving "The Multiple Murders Of Midville," by Cary Bates, Irv Novick and Frank McLaughlin. Wonder Woman is taught a diabolical lesson in this tale by Jack C. Harris and Jack Abel, "School of the Amazoids." And rounding out this issue is Deadman in "Pursuit," by Len Wein and Jim Aparo. This issue also features a wrap-around cover by Aparo... A trio of terrifying tales make up HOUSE OF MYSTERY #264: "Then Beggars Could Ride," by Scott Edelman and Noly Panaligan; "The Stygian Walk," by Steve Clement and Juan Ortiz; and "Through A Glass, Darkly," by Wyatt Gwyon, George Rupert and John Celardo.

Superman is faced with "A Matter of Light and Death" which only he can resolve in a story by Cary Bates, Curt Swan and Frank Chiaramonte in ACTION COMICS #491... The new Wonder Woman travels to the United States to begin her career as Earth's greatest heroine, and, in direct defiance of the gods, Princess Diana leaves Paradise Island to resume her life as Diana Prince in "The Name is Wonder Woman" in WONDER WOMAN #251, by Jack C. Harris, Jose Delbo and Vince Colletta... What would happen to a world whose sun was stolen? Discover one possibility in WARLORD #17, by Mike Grell, with inks by Joe Rubinstein... Superman leads off the 193rd issue of SUPERMAN FAMILY with "My Mother, Super-Hero," a sequel to last issues tale of what might have happened if Krypton had exploded a generation earlier, by Gerry Conway, pencilled by Kurt Schaffenberger. "The Gravity War" concludes the Supergirl story co-starring the Doom Patrol, scripted by Conway with art by Arvell Jones and Romeo Tanghal. Jimmy Olsen, with Speedy and the Newsboy Legion, invade "The Project Perilous" to learn the fate of the Guardian in a story by Tom DeFalco, pencilled by Schaffenberger. Lois Lane is endangered by "Hospital Hostilities" by DeFalco, Win Mortimer and an as-yet-unassigned inker. And rounding out this issue is Nightwing and Flamebird in "Target: Van-Zee" by Paul Kupperberg, Ken Landgraf and Bob Oksner.

Welcome to the 30th century-- and the special 247th anniversary issue of SUPERBOY AND THE LEGION OF SUPER-HEROES! Mysterious occurrences thwart the Legionaires voting for a new leader in "There Shall Come A Leader," by Paul Levitz, pencilled by Joe Staton. Coincidentally, this issue marks both the 247th adventure of the Legion, as well as their first appearance many years ago in the 247th issue of Adventure Comics... Beware the dark things of the night! Beware of UNEXPECTED #189, the latest addition to the line of DC Dollar Comics!... Tales of weird wars throughout history and beyond are presented in WEIRD WAR TALES #71, featuring "Battle of Morro Castle" by David Michelinie and Walt Simonson, "21 Days In Hell" by Jack Oleck and Danny Bulanadi and much more.

The Master Jailer has built cells from which even the most powerful of Superman's foes cannot escape! Now see what happens when he builds an escape-proof cell for the Man of Steel in "Lock-Up At 20,000 Feet," by Martin Pasko, Curt Swan and Frank Chiaramonte in SUPERMAN #331... Alien invaders plan to conquer the Earth and the Super Friends are helpless to stop them in "The People Who Stole The Sky," by E. Nelson Bridwell, Ramona Fradon and Bob Smith in SUPER FRIENDS #16... Jonah Hex has a run-in with the meanest, sneakiest, most cantankerous villain he has ever faced-- his own father!! "The Phantom Stage To Willow Bend" is by Michael Fleisher and Vicente Alcazar in JONAH HEX #20... "Mission Incredible" takes the Unknown Soldier to Scandanavia and danger in UNKNOWN SOLDIER #223, by Bob Haney, Dick Ayers and Romeo Tanghal.

The Green Lanterns of Earths -1 and -2 join Green Arrow on a trip to a planet beyond the edge of the galaxy to insure the fate of the universe in this tale by Denny O'Neil, Alex Saviuk and Vince Colletta, "The Starheart Connection" in GREEN LANTERN/GREEN ARROW #112, with a cover by Mike Grell... WEIRD WESTERN TALES #51 concludes the story of Scalphunter and his long-lost sister as they try to prove they are not Yankee spies in this story by Gerry Conway, Dick Ayers and Louis Dominguez... A man who died during the first World War saves the men of Easy Co. from certain death-- or does he? Find out in SGT. ROCK #324 in "Ghost of a Yank," by Robert Kanigher and Frank Redondo... He calls himself Limehouse Jack, but to the homeless hobos he kills, he is known as "The Dark Messenger of Death." Can the Darknight Detective stop this murdering spree? The answer can be found in BATMAN #307 by Len Wein, John Calnan and Dick Giordano.

SHIPPING INFORMATION

NOVEMBER SCHEDULE -- NEWSSTAND RELEASE AUGUST

SHIPPING THE WEEK OF July 11th FOR RELEASE THE WEEK OF August 3rd:
Men of War #10 / DC Comics Presents #3 / Batman #305 / Flash #267 / Jonah Hex #18

SHIPPING THE WEEK OF July 18th FOR RELEASE THE WEEK OF August 10th:
Justice League Of America #160 / Weird War Tales #69 / Adventure Comics #460 / Unexpected #188

SHIPPING THE WEEK OF July 25th FOR RELEASE THE WEEK OF August 17th:
Ghosts #70 / Superman Family #192 / Sgt. Rock #322 / Brave & Bold #144 / Jonah Hex Spectacular

SHIPPING THE WEEK OF August 1st FOR RELEASE THE WEEK OF August 24th:
Superman #329 / Superboy and the Legion of Super-Heroes #245 / Weird Western Tales # 49 / House of Mystery #262

SHIPPING THE WEEK OF August 8th FOR RELEASE THE WEEK OF August 31st:
Action Comics #489 / Wonder Woman # 249 / Unknown Soldier #221 / Green Lantern-Green Arrow #110 Detective Comics #480

DECEMBER SCHEDULE -- NEWSSTAND RELEASE SEPTEMBER

SHIPPING THE WEEK OF August 15th FOR RELEASE THE WEEK OF September 7th:
Men of War #11 / DC Comics Presents #4 / Batman #306 / Flash #268 / Jonah Hex #19

SHIPPING THE WEEK OF August 22nd FOR RELEASE THE WEEK OF September 14th:
Justice League of America #161 / Weird War Tales #70 / Ghosts #71 / G.I. Combat #211 / World's Finest Comics #254

SHIPPING THE WEEK OF August 29th FOR RELEASE THE WEEK OF September 21st:
Superman #330 / Sgt. Rock #323 / Superboy and the Legion of Super-Heroes #246 / Brave & Bold #145 / Weird Western Tales #50 / House of Mystery #263

SHIPPING THE WEEK OF September 5th FOR RELEASE THE WEEK OF September 28th:
Action Comics #490 / Wonder Woman #250 / Super Friends #15 / Unknown Soldier #222 / Warlord #16 Green Lantern - Green Arrow #111 / Detective Comics (Dollar Comic) #481

JANUARY SCHEDULE -- NEWSSTAND RELEASE OCTOBER

SHIPPING THE WEEK OF September 12th FOR RELEASE THE WEEK OF October 5th:
Men of War #12 / DC Comics Presents #5 / Batman #307 / Flash #269 / Jonah Hex #20

SHIPPING THE WEEK OF September 19th FOR RELEASE THE WEEK OF October 12th:
Justice League of America #162 / Weird War Tales #71 / Ghosts #72 / Superman Family #193 / Adventure Comics #461 / Unexpected #189 / Famous First Edition #C-61 (Superman #1)

SHIPPING THE WEEK OF September 26th FOR RELEASE THE WEEK OF October 19th:
Superman #331 / Sgt. Rock #324 / Superboy and the Legion of Super-Heroes #247 / Brave & Bold #146 / Weird Western Tales #51 / House of Mystery #264

SHIPPING THE WEEK OF October 3rd FOR RELEASE THE WEEK OF October 26th:
Super Friends #16 / Green Lantern - Green Arrow #112 / Action Comics #491 / Wonder Woman #251 / Unknown Soldier #223 / Warlord #17